


CAS Required:



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Introduction

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Thank you in advance.

PPAI and Cory Halliburton, General Counsel
Weyger, Kaplan, Pulaski & Zuber, PC

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Overview of Presentation

- > The Fork In The Road....
- > Defining "Ethics" for your business...
- > Situational Ethics... 
- > Summation

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The Fork in the Road of this Ethics Presentation

- > **Legal ethics.** 1. The standards of minimally acceptable conduct within the legal profession, involving the duties that its members owe one another, their clients, and the courts. 2. The study or observance of those duties. 3. The written regulations governing those duties. BLACK'S LAW DICTIONARY 904 (7th ed. 1999)
- > **Ethical, adj.** 1. Of or relating to moral obligations that one person owes another. esp., in law, of or relating to legal ethics. 2. In conformity with moral norms or standards of professional conduct. BLACK'S LAW DICTIONARY 573 (7th ed. 1999)
- > **Promotional products industry ethics....** 1. The standards of minimally acceptable conduct within the promotional products profession or the supply-chain, involving the duties that its members or market participants owe one another, their clients, and the public at large. 2. The study or observance of those duties. 3. The written regulations governing those duties.
[Halliburton's sample; unofficial...]

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Ethical Business Practices – a core purpose of PPAI

“The purposes for which the corporation is formed are for the promotion of the general welfare of the specialty advertising industry, to improve its service to the general public, . . . and to do all other things tending to promote the welfare of the members and the advertising specialty industry in general.”

PPAI Articles of Incorporation Art. II § Third (Feb. 27, 1964).

“The purposes of this Association are: . . . To promote and maintain an environment of ethical practices and a high level of professional conduct”

PPAI Bylaws Art. II § 6



Ethics akin to Integrity

Integrity...

- The quality of being honest and having strong moral principles; moral uprightness.
- The state of being whole and undivided.



Supreme Quality for Leadership


“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office.”

(attributed to Dwight D. Eisenhower)



Deeper Dive into Concept of "Ethics" and "Moral Norms"

- > "The standards of "minimally acceptable conduct" and "moral norms"... "a state of being whole and undivided."
- > Who decides what is "minimally acceptable", moral, or "a high level of professional conduct"?
 - > The Law.
 - > Your Client.
 - > Your Company.
 - > Your Colleagues.
 - > The Public at Large.
 - > PPAI – the Association.
 - > Your Mother/Father/Mentor/Etc.?
 - > You...



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Your Ethical Compass, is it vital?

- > "Vital" – (1) absolutely necessary or important; essential. (2) full of energy; lively.
- > Is an ethical business model vital...
 - > to your business?
 - > to your team?
 - > to your family?
 - > to your clients?
 - > to your colleagues?
 - > to your Association?
- > Is it full of energy?



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A Foundation of Ethical Business Practices

- > Lay a foundation to longevity and success.
 - > Example – Preamble to the US Constitution
 - > "We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America."
 - > Strengthen/empower leaders, employees, clients and colleagues.
 - > Create an atmosphere of trust and disclosure of ideas/concerns.
 - > Increase cooperation, ingenuity, production.
 - > Increase bottom line.

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A Foundation of Ethical Business Practices

- It can also break relationships for those unwilling to abide by a similar professional model.
- Mitigate sleep deprivation....
- Personal attributes:
 - Achievement
 - Cooperation
 - Creativity
 - Empathy
 - Freedom
 - Honesty



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FOUR
“F”s of Ethics

- Friendly
- Fair
- Frank
- Firm



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Five “Ps” of Ethics – Tools to Pass it On

- Purpose
- Pride
- Patience
- Persistence
- Perspective



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Application of Ethical Business Conduct

➤ Ethics in Communications

- Personal Communications vs. Business Communications
- Discoverable in litigation?
 - Maybe, if relevant.
 - Scope dictated by applicable rules of civil procedure.



Application of Ethical Business Conduct

- Intellectual Property – copyrighted, trademarked, patented, or trade usage
 - Copyright is created when an idea is put into a tangible medium.
 - Can be identified with © or similar mark/announcement, but notice is not required.
 - Internet does not equal “public domain”.
 - Copyright to derivative works are, as a general rule, owned by the owner of the underlying work.
 - Amount of profit obtained through unauthorized use does not mitigate liability.



Application of Ethical Business Conduct



➤ Intellectual Property – continued

- Supplier should obtain written permission from a copyright holder before using a work.
- Distributor may, if permitted, warrant the right for supplier to use a particular work / protected item.





Summary

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Summation


The supreme quality for leadership is unquestionably integrity -- the quality of being honest and having strong moral principles.

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Summation

Are your business decisions ethical?


- Are they lawful?
- Do they honor contractual commitments?
- Will they honor your brand?
- Will they honor your client's brand?
- Will they honor expectations of others?



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Summation
Considerations for deciding whether a decision / action ethical?


- Is it truthful?
- Is it fair to all concerned?
- Will it build goodwill and better relationships?



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Decision-Making Considerations


- Consider each stakeholder.
- Look “down the road” / consequential effects of a decision.
- Alternative outcomes / roads.
- Call a colleague / mentor to bounce ideas about a dilemma or situation.



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Ethics in Your Business





- Define it, not just for yourself but for your Team.
- List the values that you adore/strive for.
- Embrace it, daily.
- Communicate to the Team.
- Consistently promote/live it.



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Resources





- > Information
- > PPAI: www.ppai.org
- > Images
- > <https://www.ris.gov.uk/about-us/digital-transformation/project-overview>
- > <http://www.corporatecomplianceinsights.com/why-ethics-matter-a-business-without-values-is-a-business-at-risk/>
- > <http://www.citywatchla.com/index.php/lay-bradley/11887-fork-in-the-road>
- > <http://video.unctv.org/video/2365002194/>
- > <https://www.fotolia.com/3a/3/summary>
- > https://commons.wikimedia.org/wiki/File:Four_New_Zealand_logo.svg
- > <https://www.dreamstime.com/stock-photography-tools-five-vector-construction-white-background-image52634032>
- > <http://firstfound.com/review/iesies-compass-a-framework-for-qo-to-market-strategy/>
- > <https://www.netbit.com/blog/baking-a-deep-dive-into-network-traffic/>
- > <https://iansuriedew.com/2017/09/13/laying-the-foundation-of-your-dream-life/>
- > http://engineering.mtu.edu/academics/online/culture_students/how-to-succeed/
- > <https://www.peacepalacelibrary.nl/research-guides/national-law/intellectual-property/>
- > <http://storeofvalueblog.com/posts/smart-contracts-are-opart/>
- > <http://advertisementfeature.cnn.com/think-brilliant/wrong-question-right-answer.html>

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**On behalf of WKPZ and PPAI,
I thank you for your participation.**

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